

## ABSTRACT

A system for locating an online digital content user's geographical and / or virtual location is presented. In one embodiment of the present invention, Geolocation is performed by extracting the user's ISP's DNS IP address. The extracted information may thereafter be correlated with existing data so as to determine and authenticate the user's identity, and / or other properties. The system may also be used to enable electronic commerce bodies such as digital media distributors operating on the Internet to better manage network resources and / or to prevent possible implications of erroneous or fraudulent transaction of digital goods and / or to comply with business rules.